

January 27, 2012

Subject: Exhibit at the 7th Annual Pre-K Conference

Dear Potential Exhibitor,

The 7th Annual Pre-K Conference will have a slightly different look this year. We have made some changes and tried to streamline some features of the conference. One of the changes being made is increasing the amount of time conference participants will have to spend in the Exhibit Hall. We will have refreshments and several activities that will be held in that area. We are responding to some of the concerns voiced in the past and working to increase the flow of people into the Exhibit Hall.

Enclosed you will find information regarding exhibits at the 7th Annual Pre-K Conference to be held April 18-20, 2012 in Montgomery, Alabama. An estimated 1,000 early childhood professionals and advocates are expected to participate in the conference this year. Since the conference will attract many childhood professionals from across the state of Alabama and some surrounding states such as Mississippi and Georgia, it should be a beneficial time for your company.

On the DCA website, we have provided a link to the sketch of the space in the Exhibit Hall at The Renaissance Convention Center. This packet includes all of the necessary documents to reserve your space at the conference. In the meantime, if I may be of help to you in any way, do not hesitate to contact me. Thank you in advance for considering participating in the 7th Annual Alabama Pre-K Conference.

Sincerely,



Amy Floyd, Field Director

7th Annual Alabama Pre-K Conference
Creating a Masterpiece: A Confident, Thinking Child

Exhibitor Application
April 18-April 20, 2011
The Renaissance Hotel & Spa at the Convention Center
Montgomery, Alabama

Office Use Only:

Check#: _____

Amt. Rec'd: _____

Amt Due: _____

Please print legibly and return a completed application and signed copy of Exhibitor Agreement to: Amy Floyd at P.O. Box 302755, Montgomery, Alabama 36130

Contact Name: _____

Organization: _____

Are you also a presenter at the Pre-K Conference (Y/N) _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email Address*: _____

(*Email will be the primary method of communication from Conference Committee and Conference Center)

Brief Description of Company and Products/Services:

Company name as it will appear on Booth Sign and in Conference Program:

Name Badges (Each exhibitor receives 2 complimentary badges per booth. Additional badges may be purchased for \$5 each):

Name: _____

Name: _____

Donation Items:

- Please provide at least one item for a door prize.
- If your company can supply notebooks, pads, pencils, etc. and/or sponsor a presenter or event at the conference; a reduction in exhibitor costs may be available. An estimated quantity of 1000 of each item will be needed. Please indicate how you would like to participate in this option. We would appreciate your generous support of the conference.

Door Prize: _____

Special
donation: _____

Mini Meetups:

Would you like to conduct a Mini Meetup workshop at your booth? These are 15-20 minute mini workshops designed to give participants helpful tips and new ideas for an active learning environment that they can take back to the classroom and implement right away. The Exhibitor will be responsible for creating their own schedule and signage for the Mini Meetups. If interested in participating in the Mini Meetups your booth will be provided with a minimum of 10 chairs for participants. Please indicate below by indicating *yes* or *no* if you are interested in conducting a Mini Meetup. _____

Booth Preference: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Please see attached floor plan

Payment and Pricing

Payment Information:

(Payment method) _____ Check/money order enclosed Check # _____ (make checks payable to
Alabama Partnership for Children or APC - AL)

_____ Visa _____ MC _____ AMEX _____ Discover

Name on Card: _____ **Card Signature** _____

Credit Card #: _____

Billing Zip: _____ **Exp Date:** _____ **Security Code:** _____

I will need _____ name badges, in addition to the complimentary two that I will receive with my exhibit booth.

Additional Names: _____

Booth Package Selection*: _____ **Additional Name Badges Ordered:** _____

Additional Tables Ordered: _____ **Amount Enclosed*:** \$ _____ **Is Electricity Needed?** _____

Will you be conducting a Mini Meetup? _____

Signature: _____

*Please include booth cost, and any additional name badge fee. See attached pricing and information sheet.
*Please return completed application **with** payment to: Office of School Readiness, Attention: Amy Floyd, P.O.
Box 302755, Montgomery, Alabama 36130.*

Conference Exhibit Schedule*:

Wednesday, April 18, 2012 (8:00am-1:00 pm): Exhibitor Move-In begins in **Exhibit Hall A.**

Thursday, April 19, 2012 (5:00pm): Exhibit Hall opens

Friday, April 21, 2012 (12:30pm): Exhibitor Move-Out Begins.

*Hours subject to change if necessary. Sessions will also take place during exhibit hours.

Exhibit Pricing:**

Please indicate the package you selected and any additional fees on the attached Exhibitor Application.

	Package A	Package B	Package C	Package D	Package E	*Special
10x10 exhibit booth	√	√	√	√	√	√
Conference program ad	Full page	½ page	¼ page	Page Insert		
Cost for booth	\$850	\$650	\$500	\$425	\$350	N/A
*Each Additional Table is \$100						

	Package BA	Package BB	Package BC	Package BD	Package BE	
10x20 exhibit booth	√	√	√	√	√	
Conference program ad	Full page	½ page	¼ page	Page Insert		
Cost for booth	\$950	\$750	\$600	\$525	\$450	
*Each Additional Table is \$100						

	Package CA	Package CB	Package CC	Package CD	Package CE	
20x20 exhibit booth	√	√	√	√	√	
Conference program ad	Full page	½ page	¼ page	Page Insert		
Cost for booth	\$1050	\$850	\$700	\$625	\$550	
*Each Additional Table is \$100						

Booth Decorations:

Each 10' x 10' booth includes an 8' high backwall and 3' high side dividers, one 6' draped table, two chairs, and one wastebasket. A standard booth sign with company name and booth number will be provided.

****Special Notes:**

Add \$100 for exhibitor applications received after **March 15, 2012.**

*Non Profit /Educational Organizations may request special rate of \$90 Exhibit Space (no ad packages or signage included).

Please indicate your booth package and additional fees on this form and return it with a completed exhibitor application and signed agreement via fax or email to Amy Floyd at 334-353-2708 or amy.floyd@dca.alabama.gov.

Exhibitor's Agreement

Did you know?

Conference Attendees are Classroom Teachers, School System Administrators, Reading Specialists, Directors of child care programs, and Professional Consultants in Early Childhood Education from across the State of Alabama. Take advantage of this opportunity to highlight your product or service in front of key stakeholders at the 7th Annual Alabama Pre-K Conference.

Application for Space:

All applications must be received by **March 15, 2012**. Applications will be accepted by mail or fax and must be accompanied with full payment via credit card if sending by fax. Space is assigned as the applications are received. The conference coordinator reserves the right to place vendors/exhibitors in spaces that best correspond with conference participants.

Refund and Cancellations: All payments are non-refundable.

Conducting Exhibits:

The distribution of samples, souvenirs, etc. must be conducted from within the booth. Such activities taking place in the aisle are prohibited. Exhibits that include operation of audio/visual equipment or any noisemaking machines may not be operated in a manner that will disturb other Exhibitors and their patrons.

No outside food and beverage is allowed without prior hotel authorization.

Exhibit Criteria:

The conference committee reserves the right to require any Exhibitor to remove all or any part of an exhibit which, in the sole judgment of committee, is misleading or deceptive, in poor taste, unsuitable, or not in keeping with the character and objectives of the conference. Exhibit booths are not to be used for employment recruiting.

Exhibitors are encouraged to participate the entire time the exhibits are available to attendees. Please do not tear down your booth until the exhibit hall is closed for Exhibitor Move-Out.

Shipping and Storage:

Storage of all equipment prior to the exhibition shall be handled through Don Barranco, the conference center's contracted service provider. Don Barranco may be reached by calling (334) 481-5160.

Hold Harmless: Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents. Exhibitor also agrees to indemnify and hold harmless the Alabama Pre-K Conference volunteers from any and all such losses, damages and claims.

Liability and Insurance: The Alabama Pre-K Conference will not be responsible for injury, loss, or damage that may occur to exhibitors, their employees/representatives, or property prior to or during this meeting. The Exhibitor, upon signing the application form, expressly releases the conference volunteers and participating organizations and their employees from any and all liability, and the Exhibitor further agrees to indemnify the

same against any and all claims to such loss, injury or damage. The Exhibitor understands that neither the conference committee members and /or represented organizations nor the Hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Damage: Exhibitor is liable for any damage caused by Exhibitor to building floors, walls, columns, standard booth equipment, or to other Exhibitor's property. Exhibitors may not apply paint, lacquer, adhesives, or other coating to building columns, walls, ceilings, or floors or to standard booth equipment.

Other Conditions: In the event the Exhibitor fails to install the display by (state time and date), or fails to comply with any provisions concerning the use of the display space, The Conference Committee will have the right to take possession of said space and resell the same. Order taking and direct sales of products and services are permitted. Firms that choose to sell merchandise during this exhibit must assume full responsibility in securing a vendor license and collecting applicable taxes.

Deviations of Conditions: Exhibitor understands and agrees that in the event the Exhibitor violates any of the rules and regulations set forth above, Conference representatives shall have the right to: a) require the Exhibitor's immediate compliance; b) close Exhibitor's booth and remove said booth from the exhibit hall at Exhibitor's expense; c) refuse to permit Exhibitor from participating in any future conference; and d) any Combination of the above.

Hotel Reservations: Book your reservations directly at The Renaissance by calling: 1-877-545-0311. To receive the group rate, ask for the Alabama Pre-k Conference Rate. Group rates start at \$129 per night for single or double rooms. Rooms are subject to the hotel's current tax rate.

Please sign, date, and witness this form. Make a copy for your records.

I have read the above rules and understand their implications:

Printed Name: _____

Signature: _____ **Date:** _____

Witnessed by: _____ **Date:** _____